



Winter 2-9-2016

Tarpey '16 To Receive Outstanding Marketing Student Award

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Recommended Citation

Phelps, Emily, "Tarpey '16 To Receive Outstanding Marketing Student Award" (2016). *News and Events*. 2851.

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Tarpey '16 To Receive Outstanding Marketing Student Award

Feb. 9, 2016

BLOOMINGTON, Ill.— Cassidy Tarpey '16 (River Grove, Ill.) is Illinois Wesleyan University's Outstanding Marketing Student, an award to be presented Feb. 19 by the St. Louis chapter of the American Marketing Association (AMA).

A [business administration](#) major, Tarpey received the award for her contributions to the Illinois Wesleyan AMA chapter, where she is currently serving as president. "Being involved in the AMA . . . has helped me learn valuable real-world marketing knowledge," said Tarpey. "It's an honor to be receiving the award."

In addition to her work with the AMA chapter, Tarpey is a Division III Scholar Athlete, captain of the IWU softball team, and a two-time recipient of the Gwen Meyer Spirit Award, which is presented to the softball player who gives 100 percent, shows support of the team and is self-motivated. Tarpey is also a member of the Student Advisory Board for Business/Accounting, an advocate for the IWU Love Your Melon campaign, and has been named to the Dean's List.

The AMA is a professional association for marketing professionals with 30,000 members. It has 76 professional chapters and 250 collegiate chapters across the United States.



Cassidy Tarpey '16

By Emily Phelps '19

